

No.  
177  
Sept.  
'75  
33230

# MAD

IND

OUR PRICE  
**50c**  
CHEAP



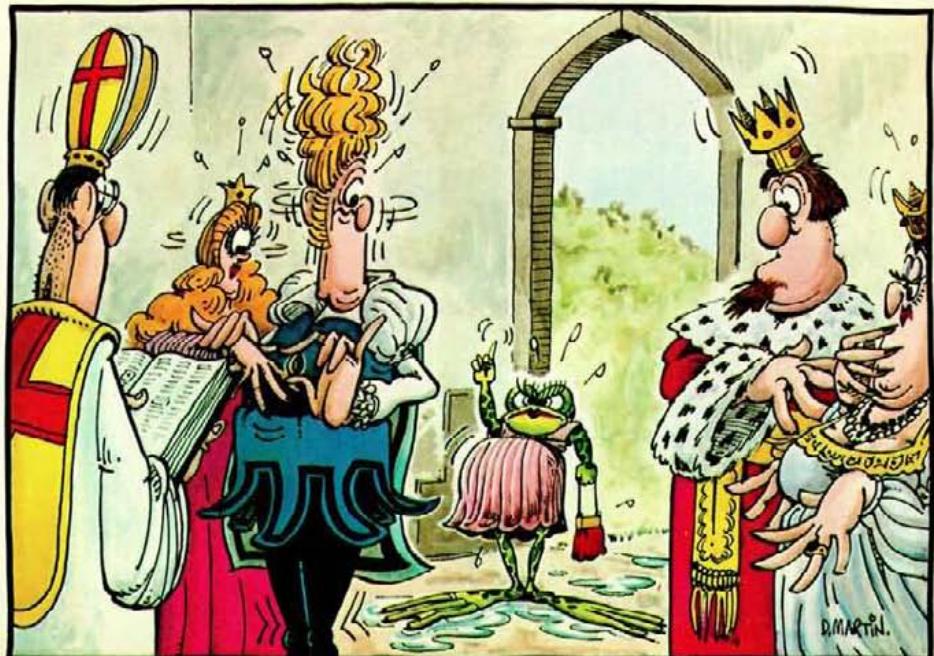
Norman Mingo

MORE



# SCENES WE'D LIKE TO SEE

(THE FROG PRINCE)



# MAD

"People who borrow will take anything—but a hint!"  
Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI,  
DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS  
*the usual gang of idiots*

## DEPARTMENTS

### BERG'S-EYE VIEW DEPARTMENT

The Lighter Side Of Summer Hazards ..... 26

### COMIC SHNOOKS DEPARTMENT

A MAD Look At Superheroes ..... 20

### DON MARTIN DEPARTMENT

One Day In The Park ..... 14

One Beautiful Evening Last May ..... 31

The Great Zucchini And His Cannon ..... 48

### ERR APPARENT DEPARTMENT

How Many Mistakes Can You Find In This Picture? ..... 24

### IMPAIRING THE MORALE OF A MINORITY DEPARTMENT

"Cheeko And The Ham" (A MAD TV Satire) ..... 43

### JOKE AND DAGGER DEPARTMENT

Spy vs. Spy ..... 42

### LETTER DEPARTMENT

Random Samplings Of Reader Mail ..... 2

### MARGINAL THINKING DEPARTMENT

"Drawn-Out Dramas" By Aragones ..... \*\*

### MINOR DISASTER DEPARTMENT

"Young Sports Illustrated" ..... 15

### PLOT-BROILER DEPARTMENT

"The Towering Sterno" (A MAD Movie Satire) ..... 4

### SOUR GRIPES DEPARTMENT

It Ain't Fair When ..... 32

### SHOE BIZ DEPARTMENT

Footnotes To Folklore ..... 40

### WHERE THERE'S SMOKE, THERE'S IRE DEPARTMENT

MAD Devices To Solve Smoker—Non-Smoker Problems ..... 34

### X-POSED DEPARTMENT

More MAD X-RAYvings ..... 12

\*\* Various Places Around The Magazine

## VITAL FEATURES

THE TOWERING  
STERNO  
(A MAD MOVIE  
SATIRE)  
Pg. 4



YOUNG  
SPORTS  
ILLUSTRATED  
MAGAZINE  
Pg. 15

A MAD  
LOOK  
AT  
SUPERHEROES  
Pg. 20



IT  
AIN'T  
FAIR  
WHEN...  
Pg. 32

DEVICES FOR  
SMOKER—  
NON-SMOKER  
PROBLEMS  
Pg. 34



CHEEKO AND  
THE HAM  
(A MAD TV  
SATIRE)  
Pg. 44

# WHY KILL YOURSELF?



JUST BECAUSE YOU MISSED THE LAST ISSUE AT THE NEWSSTAND?

## SUBSCRIBE TO **MAD**

AND HAVE IT MAILED TO YOUR HOME!

use coupon or duplicate

MAD

485 MADison Avenue  
New York, N.Y. 10022

I enclose \$10.00\*. Enter my name on your subscription list, and mail me the next 20 issues of MAD Magazine.

NAME.....  
ADDRESS.....  
CITY.....  
STATE..... ZIP.....

\*In Canada, \$10.00 in U.S. Funds, payable by International Money Order or Check drawn on a USA bank. Outside the USA and Canada, \$12.50, payable by International Money Order or Check drawn on a USA Bank. Allow 10 weeks for subscription to be processed. We cannot be responsible for cash lost or stolen in the mails, so CHECK OR MONEY ORDER PREFERRED!

## DISASTER PICTURES!

Yep, the sales of these full-color pictures of Alfred E. Neuman, MAD's "What-Me Worry?" kid—suitable for framing or wrapping fish—are a total disaster! So . . . before our Publisher bellows like an earthquake and turns the place upside-down and fires us all . . . please! Order yours now! Today! Send 35¢ for 1, 75¢ for 3, \$1.55 for 9, \$3.15 for 27 or \$6.35 for 81 to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022



## LETTERS DEPT.



### WHAT'S ENTERTAINMENT?

"What's Entertainment?" should've been called "What's Disappointment?"! Drucker's artwork was typically spectacular, the songs were fairly clever and amazingly accurate, but the dialogue was inane and humorless. I think the reason for this is that "That's Entertainment" isn't as ludicrous or as poorly done as most of the other movies you've dissected. I hope you do better next time.

Miles Rind  
Bellevue, Wis.

The phrase, "They don't make them like they used to!", was clearly evident in Frank Jacobs' sly tribute to the old musicals!

Ward Ellis  
Hollywood, Cal.

I thought "What's Entertainment?" was so entertaining, I showed it to my Dad. He thought it was so entertaining, he took it to the night club where he works, and did a couple of skits from it. I haven't seen him since!

Jim Gonnerman  
Santa Monica, Cal.

Don't worry, he's with our lawyers.—Ed.

### POPULAR PHOTO-MONOTONY

Dick De Bartolo's "Popular Photo-Monotony" was really flashy!

Wade Williams  
El Dorado, Kan.

"Photo-Monotony" was underdeveloped and overexposed!

Bret Rudnick  
San Bernardino, Cal.

I didn't quite get the picture!  
Toni Turcic  
Flushing, N.Y.

It made me shudder!  
John Wiencko  
Ozone Park, N.Y.

Too bad I had no film in the camera to capture my hubby's smiles while he was reading it!

Benita Tsang  
Toronto, Ont.,  
Canada

### RICH IS BETTER

When Arnoldo Franchioni said "Rich Is Better," he was wrong because people who are poor have to do without MAD.

Paul Dodson  
Orange, Texas

## MAD'S COLLEGE FOOTBALL COACH

### Stockton Leaving Midwestern U.?

A national magazine reported this week that Gerald Stockton would be replaced as athletic director and coach at Midwestern U.

The magazine says in an exclusive scoop that Royal "Bear" Hades, Coach of the Year, had told reporter Mason Reach he is breaking a ten-year, no-cut, iron-clad contract at State to become the "new Coach and Athletic Director of Midwestern U."

The magazine is Mad magazine.

This is a joke. April Fools. Coach Gerald Stockton's only comment, "Who, me worry?"

The above article from the *Wichita Falls Record*, concerning Gerald Stockton, head coach at Midwestern University, caused a major disturbance when a radio station only repeated the first two paragraphs. Telephone lines were tied up for hours! MAD's Lou Silverstone and Jack Davis really got some unexpected roll on the ball with their hilarious "MAD's College Football Coach Of The Year"!

Brian Allison  
Wichita Falls, Tex.



Coach Hades headed for Midwestern U.?

Mason Reese had disappeared from TV until you clowns featured him as your official Sports Interviewer and revived his career all over again. I just saw him on the Mike Douglas Show, singing and dancing. Please don't do any articles on Nixon or the same thing might happen.

Chuck Gill  
Champaign, Ill.

Mr. Nixon already gave us a song and dance!—Ed.

#### LIGHTER SIDE OF CHORES

I was going to write to tell you how much I enjoyed Dave Berg's "Chores," but that's not my job.

Linda Burrows  
Cranston, R.I.

#### HAS ANYBODY EVER REALLY SEEN . . .

"Has Anybody Ever Really Seen . . ." a MAD Mini-Poster pinned up?

Charles Rosenay  
New Haven, Conn.

#### IT'S BAD TIMING WHEN . . .

"It's Bad Timing When . . ." you receive a gift subscription to MAD the same day you get your Ph.D.!

Mehboob Hajce  
Atlanta, Ga.

Tell Rickard and Silverstone "It's Bad Timing When . . ." you're eating dinner and your subscription to MAD comes!

Warren Shawn  
Toledo, Ohio

Talk about bad timing! You either eat dinner at lunch time or your mailman delivers after 6:00 PM.—Ed.

#### BARNACLE GROANS

While reading "Barnacle Groans," I laughed so hard I spilled my warm milk all over the bartender.

John O'Neill  
Clinton, N.Y.

"Barnacle Groans" was as funny as a screen door on a submarine.

Larry Collard  
Rochester, N.Y.

#### WHAT IS A GUIDANCE COUNSELOR?

Could Mr. Koch's opinion of Guidance Counselors be the result of a Counselor telling him he had the qualities to become a writer?

Ms. Jimmie Hankey  
Guidance Counselor  
Hume, Mo.

#### MS. LIBERTY ADVISED

Please have "Ms. Liberty" visit us at our Saks Fifth Avenue 4th floor Foundations Dept. She will be properly fitted for a bra that is both comfortable and becoming. We can't let her begin to sag. It could be catastrophic to someone standing below.

Ms. S. Newman  
Fort Lee, N.J.

#### MINGO UMBRELLAS COVER

Your "Alfred-Among-The-Umbrellas" cover was a welcome relief, especially when compared to all the other magazine covers on the newsstands. Gloom and doom everywhere. It's nice to see someone looking on the "sunny side" for a change!

Steve Sigler  
San Francisco, Cal.

Please Address All Correspondence To:  
MAD, Dept. 177, 485 Madison Avenue  
New York, New York 10022

# ANOTHER DOUBLE FAULT SERVED BY YOUR MAD COURT JESTERS IN OUR CAMPAIGN TO IMPROVE OUR "NET" GAME. WHAT A RACQUET!



FIRST, A  
VOLLEY  
OF ALL-NEW  
DON  
MARTIN  
WINNERS!  
THEN, A  
RALLY  
OF GREAT OLD  
MAD  
FAVORITES'  
"SMASHES!"



## EITHER WAY, YOU CAN'T LOSE, LOVE!

(And you'll be trading in your Tennis Elbow for a Yutzy Brain!)

(On Sale At Your Favorite Bookstand—Or Yours By Mail)  
use coupon or duplicate

MAD  
485 MADISON AVENUE  
New York, N.Y. 10022

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PLEASE SEND ME:  DON MARTIN STEPS FURTHER OUT  STEAMING MAD

ALSO PLEASE SEND ME THE BOOKS CHECKED BELOW:

- The Bedside MAD
- Son of MAD
- The Organization MAD
- Like MAD
- The Ideas of MAD
- Fighting MAD
- The MAD Frontier
- MAD in Orbit
- The Voodoo MAD
- Greasy MAD Stuff
- Three-Ring MAD
- Self-Made MAD
- The MAD Sampler
- World, World, etc. MAD
- Raving MAD
- Boiling MAD
- Questionable MAD
- Howling MAD
- The Indigestible MAD
- Burning MAD
- Good 'n' MAD
- Hopping MAD
- The Portable MAD
- MAD Power
- The Dirty Old MAD
- Polyunsaturated MAD
- The Recycled MAD
- The Non-Violent MAD
- The Rip-Off MAD
- The Token MAD
- The Pocket MAD
- The Invisible MAD
- Dr. Jekyll & Mr. MAD
- DON MARTIN Steps Out
- DON MARTIN Bounces Back
- DON MARTIN Drops 13 Stories
- MAD's Captain Klutz
- DON MARTIN Cooks
- DON MARTIN Comes On Strong
- DON MARTIN Carries On
- DAVE BERG Looks at the U.S.A.
- DAVE BERG Looks at People
- DAVE BERG Looks at Things
- DAVE BERG Modern Thinking
- DAVE BERG Our Sick World
- DAVE BERG Looks at Living
- The All-New SPY vs. SPY
- SPY vs. SPY Follow Up File
- 3rd MAD Dossier of SPY vs. SPY
- 4th MAD Classified SPY vs. SPY
- A MAD Look at Old Movies
- Return of MAD Old Movies
- MAD-VERTISING
- A MAD Look at TV
- AL JAFFEE's Snappy Answers
- AL JAFFEE's MAD Book of Magic
- More AL JAFFEE Snappy Answers
- AL JAFFEE's MAD Monstrosities
- Aragones's "Viva MAD!"
- Aragones's MAD about MAD
- Aragones's MAD-ly Yours
- Aragones's in MAD We Trust
- Aragones's MAD as the Devil
- MAD for Better or Verse
- Sing Along With MAD
- MAD About Sports
- MAD's Talking Stamps
- The MAD Jumble Book
- MAD Word Power
- MAD Cradle to Grave Primer

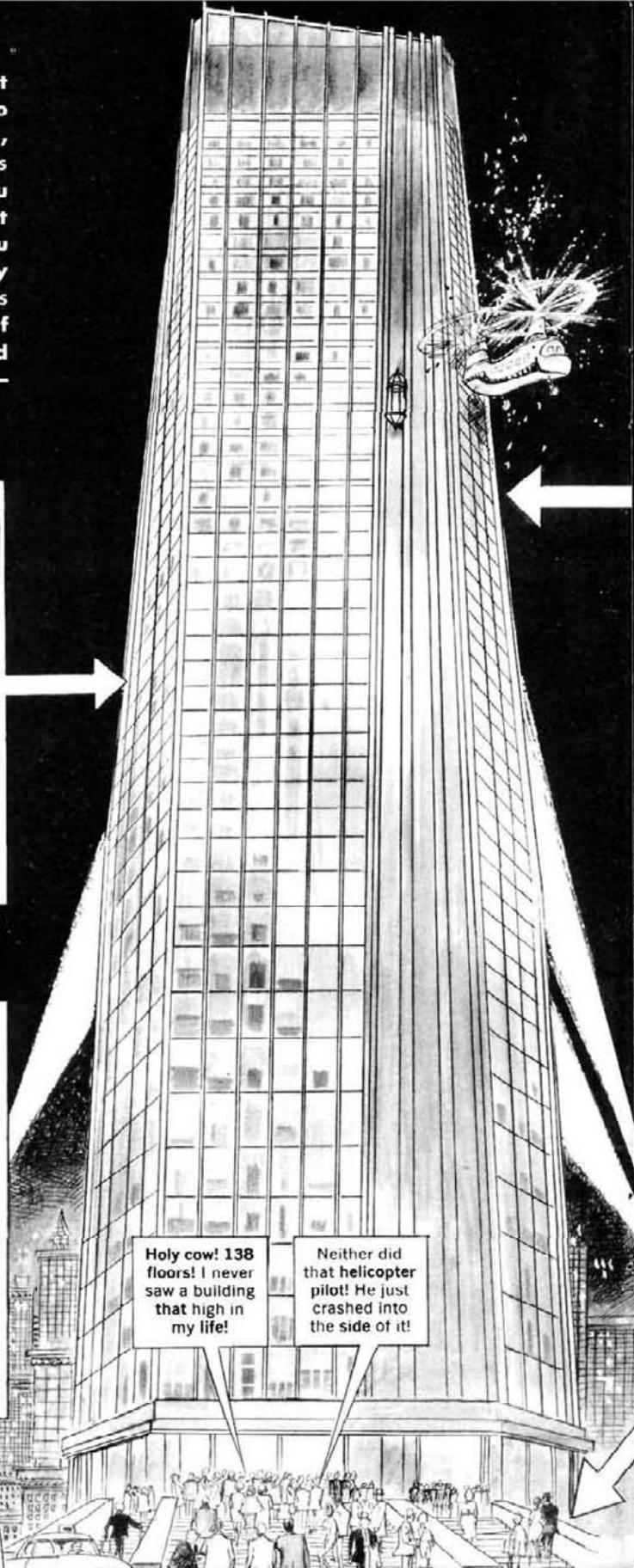
We cannot be responsible for cash lost or stolen in the mails. Check or Money Order preferred!

I ENCLOSE 95¢ FOR EACH  
(Minimum Order: 6 Books)

On orders outside the U.S.A., be sure to add 10% extra. Allow at least six weeks for delivery.

PLOT-BOILER DEPT.

When you have problems and you don't want to think about them, what do you do? You go to the movies to take your mind off things, right? Wrong! Today, they're making movies that only add to your worries! Like—if you enjoy taking cruises, you can worry about dying in a "Poseidon Adventure"! Or if you live in the Los Angeles area, you can worry about dying in an "Earthquake"! Or, as is the case in this latest disaster epic, if you live or work in a modern, glass-walled skyscraper, you can worry about dying in—



# THE TOWERING STERNO

Ever see anything as advanced as this **Electronic Security System**? If anything goes wrong in the building, the computer knows about it **instantly**! It's an **absolutely perfect system**!

And when it knows something's wrong . . . how does it tell us?

Er . . . Uh . . . It's a perfect system . . . with one minor flaw!



Now look what you've done! You—you've caused a short circuit! Didn't I tell you not to plug any **heavy duty equipment** into this line?!

**Heavy duty equipment . . . ?!**  
All I plugged in was my electric razor!!

Your electric razor . . . AND your transistor radio!! Just how much overloading do you think this building can stand???



ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO

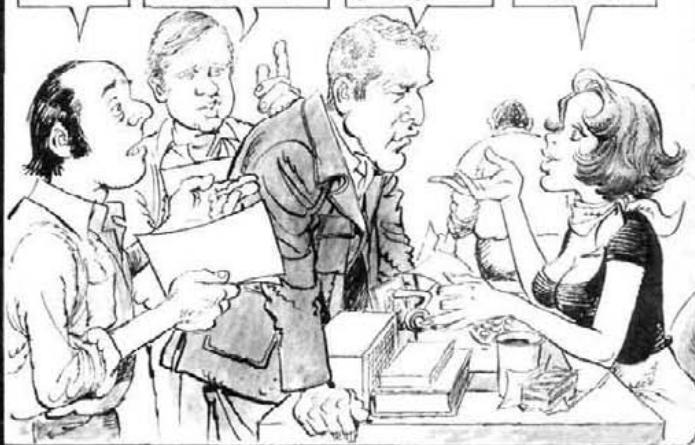
Dug, that new **High-Rise** you designed in **Salt Lake City** is starting to lean!

Mr. Rivets, that reproduction of **The Leaning Tower of Pisa** that you designed for the new **World's Fair** is starting to straighten up!

Mr. Rivets, your **Fiancee's** in your **private office**, and she insists upon you seeing her immediately! I think it's an **emergency medical problem**!

What makes you say that?

She's waiting in **BED**!



This was so clever of you to have a bed installed in your office . . .

I figured the movie should start off with a bang!

By the way, I can't move out into the sticks with you! The magazine I work for finally gave me what I've always wanted!

What? An Executive Editor position?

No! A better "Route" . . . and a brand new bicycle!



The wonderful feature of this building is . . . you can live on one floor and work on another!

It sounds great! But . . . why is that room in flames?

Oh, that!! Er—that's another one of the—uh—wonderful features of this building! There's a complete garbage incinerator on every floor!

Wow! You've thought of everything!!



Hey, look A red "85" just started flashing on the Emergency Panel . . . and a dime just came out of the little slot!

That's the system working! It means there's a fire on the 85th floor!! Yeah, but what's the DIME for?!!

What else?!! To call the FIRE DEPARTMENT!! Boy, you sure don't understand sophisticated equipment!



Hey, Dug . . . we've got a disaster on our hands!

No, that was the disaster in Irwin Allen's LAST picture! The disaster in this picture is a FIRE!!

Let me guess! The building just turned upside down!

Could've fooled me! I thought the disaster in THIS picture was the CORNY DIALOGUE!

I must ask Dodger Summons if he made any changes in my specifications! And . . . to remind me, I'll tie this piece of string around my finger!

String?!? That's the "heavy duty" electric cable Dodger used throughout this building!

Did you mess around with my original specifications for the wiring in the Tower?

Dug . . . I did everything by the book!

What book?

This book!



This Opening Celebration is going to be the biggest party ever! Boy, are we gonna have a hot time up there tonight!

It may turn out to be a hotter time than you've planned! The building is on fire . . . !

Oh, well!! I guess we'll just have to postpone it!

Gee! And I thought you'd be upset about having to cancel the party!

Hey, who's talking about cancelling the PARTY?!? We're just going to have to postpone the FIRE!!

Everybody's been asking for you, Dug! How come you're not at the party??!

Because we have a FIRE on our hands! The 85th floor is aflame!

You're over-reacting, Dug! Or over-acting, at the very least!

You mean you've got that much confidence in this building that you're willing to remain upstairs while a fire rages below??!

Who's upstairs? I'm calling from a phone booth down the block!!



What building's on fire?

The Glassy Tower! It's on the 85th floor! Gee, I never fought a fire in a modern skyscraper building before! What's the first thing we do?

We wait till the fire burns down to the 5th floor... so we can reach it with our hoses!

Hi! I'm the Architect! Can I give you any vital information?

Does the building have a Sprinkler System...?

Of course! And we expect to connect it up with the water supply next week!

Two on every floor! But they're—uh—locked! We should have keys for them on Wednesday!

Definitely On every floor... in packing crates... waiting to be installed!!

Just WHAT safety precautions DOES this 138-story glass death-trap HAVE at this moment?!

Well... we've installed "NO SMOKING" signs in each and every elevator!



Dodger, did you change any of Dug Rivets' original electrical specifications?

Sure I did! When you ordered me to shave 4 million dollars off the budget for the building, did you ever ask me HOW I did it? Did you ever wonder WHY our monthly electric bill for all 138 stories is only \$6.00?

Well, I'll TELL you! This entire building is plugged into the lamppost on the corner!

Do you think anyone suspects we're having an affair?

Nahh! As far as everyone is concerned, you're just my secretary working from 9 to 5!

Yes... but working from 9 at night to 5 in the morning might arouse SOME suspicion!

Did you leave a cigar burning?

I don't think so, especially since I don't smoke cigars! I'll go check!

Was I right? Did someone leave a cigar burning?

No... a cigarette! A KING SIZE one! But, don't worry!! I'll call for help!

HELP! HELP!

Wouldn't you get more response if you said that into the PHONE?

Not with the phone service in THIS building! HELP...!!

They sure are calling out the equipment for this fire! What company are you guys with...?

The 122nd Battalion!

That's a long way from downtown San Francisco, isn't it?

I'd say so! We're based in New York City!

Please, folks! Please!  
No pushing! No shoving!  
There's room for eleven  
people in that elevator!

But the sign says the  
elevator holds TWELVE!

That's right!  
It holds  
eleven people  
... and ME!!  
So, please—  
no pushing!!  
No shoving!!

The Fire Door  
is jammed shut!  
Isn't there  
supposed to be  
a Fire Axe  
for just such  
an emergency?

Sure! It's  
located just  
on the other  
side of  
the Fire  
Door!

C'mon! Help  
me go through  
the building  
and arouse all  
the Tenants!

To warn them  
about the fire?

That...  
and also  
to see if we  
can collect  
next  
month's  
rent in  
advance!

Hey, must you  
wear that radio  
throughout the  
entire picture?

I do, if I want  
to hear some  
**ENTERTAINMENT!**



We'll be safe going down these Fire  
Stairs . . . except that I DO think I smell  
leaking gas! I'll light a match and see  
if I can tell where it's coming from—



Good work, Mr.  
Rivets! You sure  
found that gas  
leak! You may  
know a lot about  
**electricity**, but  
you know beans  
about gas!



Behind this panel  
is a **shaft** that runs  
the length of the  
building! I already  
**GOT** the shaft **ONCE**  
... when I agreed  
to do this movie!

Now I'm going  
to get it again  
... when I use  
it to climb up  
to the party in  
the Marmalade  
Room . . .

So while I'm  
gone, Fullip,  
I want you to  
act like an  
**adult**! Do  
you know what  
that means?

Yeah . . .  
I should  
cry and  
yell and  
scream  
and **carry**  
on a lot!

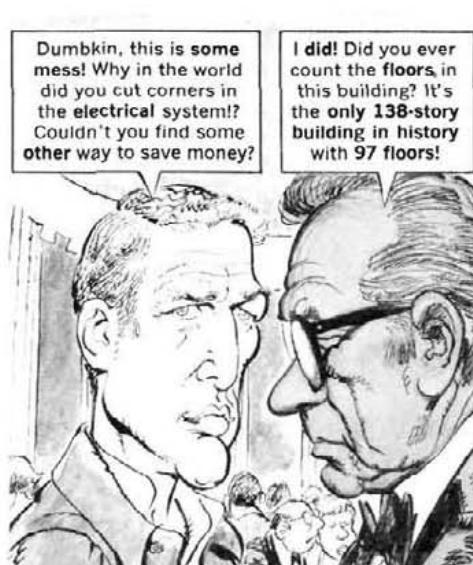
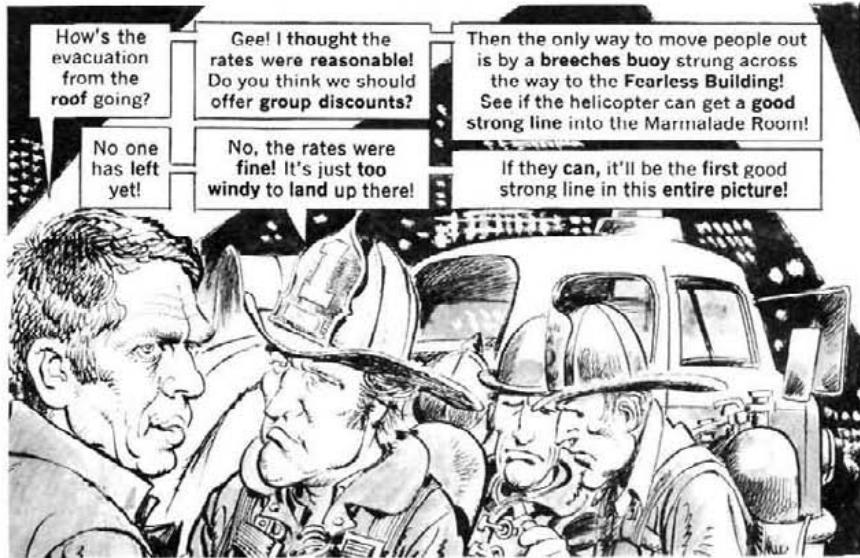
Gee, but that's  
**thoughtful**!  
Here we are, in  
the middle of a  
**holocaust** . . .  
and the kitchen  
sends up an  
elevator full of  
**barbecued beef**!

Man, that's no  
**barbecued beef**!  
Unless they've  
**dressed** it in  
the clothes the  
people who just  
went **DOWN** in  
the elevator  
were **wearing**!

You—  
you  
mean  
those  
are  
members  
of  
the  
**CAST**??

Boy, I've  
heard of  
being  
**roasted**  
by the  
**Critics**  
... but  
this is  
**ridiculous**!





This is terrible!  
Simply TERRIBLE!

Yes . . . ! Are you  
concerned about  
your loved ones?

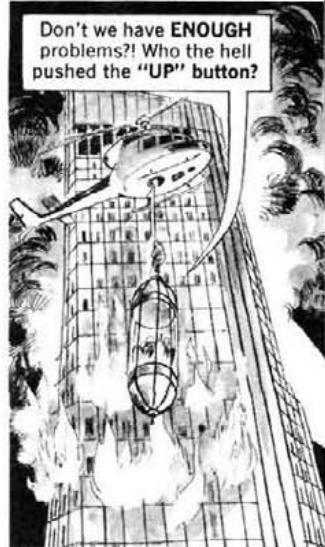
No, I'm concerned  
about my **business**!  
I'm the Agent who  
sold the Fire  
Insurance Policy  
on this building!

Wow! **MORE** Fire-Fighting  
Equipment!! How far away  
did **YOU** guys come from?

毛と遠い

We never had any  
Fire Drills!  
They promised us  
Fire Drills, but  
we never had any!

We just can't please  
you Tenants! Here,  
we give you a **REAL**  
**LIVE FIRE**, and you  
want a Fire Drill!!!



Will you tell me why we're here... placing explosives on these tanks?

There are two million gallons of water in these tanks! We're going to blow them up, so the water will pour down through the building and put out this blasted fire!

Sure! And while all that water is pouring down through the building, putting out the fire, it's also going to DROWN everyone!!

Sorry about that! It's my job to put out fires and save people from burning to death! If you want to save people from drowning, call in the Coast Guard!



Here comes the water!

The fire is OUT! The fire is OUT!!

Big deal!!! I can't swim!!!

And I'm being washed out of the wind-o-o-o ...

And I've got a ten-ton BEAM on my stomach!

We were better off with the FIRE!



It's a miracle ... a miracle!

That we're all still alive?

No, that we're all down here on the street when, twenty minutes ago, there wasn't an elevator working or a stairway standing! I sure wish I knew how we did it!



You guys will keep making these fire-traps higher and higher, and I'll keep eating smoke until somebody asks ME how to build them RIGHT!

Okay, I'M asking! My new building has a seven million dollar budget for Fire Safety Equipment ... and every dollar you save, you can keep!

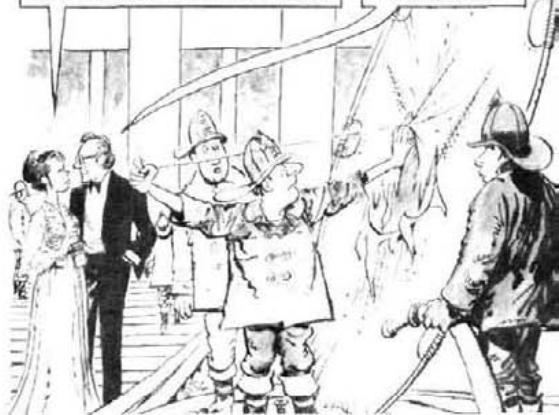
Well, first of all, why do we need Fire Axes and Sprinklers on every floor! Every OTHER floor is plenty! So what if you have to walk up a few steps?? And also ...



All we can do is pray to God that we can stop this kind of terrible thing from ever happening again!

You mean another fire like this??

No, another MOVIE like this! How many disasters can we take?



X-POSED DEPT.

A

COLLECTION OF

MAD





# X-RAYVINGS

ARTIST: BOB CLARKE

WRITER: DON EDWING

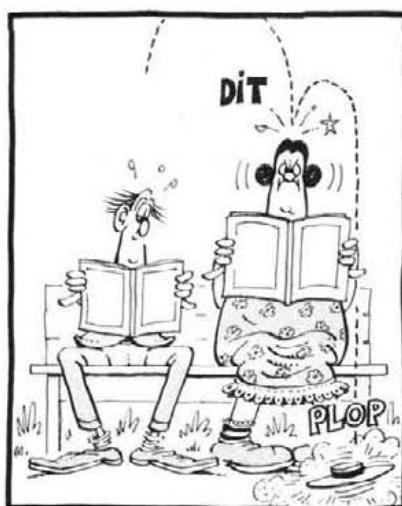


JS BROS. CLOTHING INC.



Clarke

# ONE SUNDAY MORNING IN THE PARK



**MINOR DISASTER DEPT.**

Little League sports are no longer *little*. These fine youth programs have now grown large enough to entertain us with lawsuits over discrimination, squabbles over eligibility, young women's lib, championship brawls, and all the other exciting things we once associated with big leagues! What they don't have is a magazine to tell us all about it, a magazine like . . .

# Young Sports Illustrated

**Covering The Field Of Character-Building Pre-Teen Athletics**

## ROOKIE RECRUITING SEASON 1975

### IN THIS ISSUE:

Can "Uppers" Really Increase The Stamina Of An Eight-Year-Old?

Throwing The Big Game Without Losing Your Amateur Standing

Grid Fatalities Up Only 17%, Thanks To New Safety Equipment

Informative Tips For Making Out With Little League Groupies

Starting A New Life After You Miss That Vital Free Throw



**A .178 HITTER TELLS HIS STORY:  
"My Dad Loves A Winner, Which Is Why He Hates Me"**



## Editorial Viewpoint

### LET'S KEEP PARENTS FROM INTERFERING IN KIDS' GAMES



Traditionally, the school gym, the playground and the corner lot have been places where youngsters could play harmless games without interference from their parents. But now, after hard-working coaches and promoters have helped the kids organize their pastimes on a profitable basis, suddenly Mom and Dad have decided they want to meddle in after-school activities.

This department recently heard of a nervy mother in Ohio who dared complain to her son's coach about midnight-to-dawn practice sessions, even though the kid was a rookie who obviously needed the work-outs. In Seattle, parents actually refused to let their talented outfielder-son accompany his Little League team on a two-month exhibition tour of Siberia and the Gobi Desert.

And so it goes throughout the land, as coaches and league officials suffer harassment from parents who stupidly intervene in athletic matters they know nothing about. Many don't even realize that harsh player discipline, rigid training schedules and occasional injuries are all involved in building a winner. Coddled kids finish last!

Taking legal custody of pre-teen athletes away from parents and giving it to sports promoters who know what's best is the logical solution to this problem. We urge you to support legislation permitting such action now, for the good of athletics and the American Way of Life!

Jock Rader, Editor



### ...Says Star Quarterback Roman Orgy

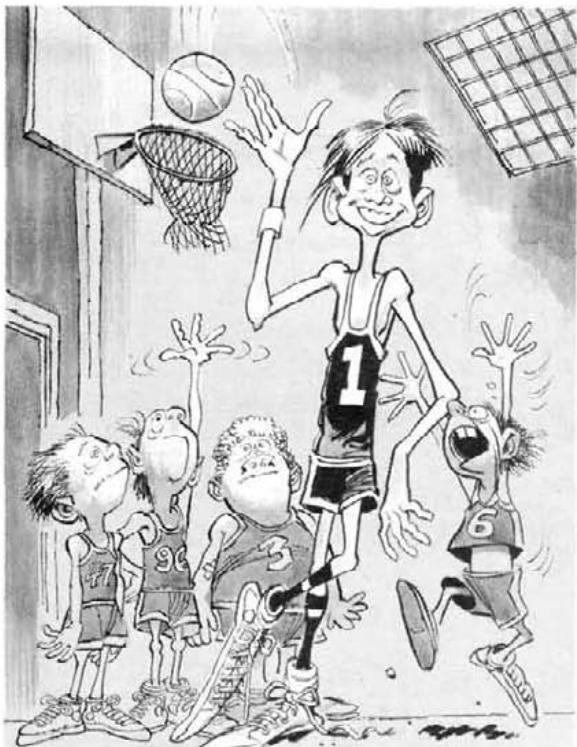
In 1974, Roman Orgy made the All-Detroit Midget League team by completing 94 passes in 172 attempts for 822 yards and 13 touchdowns. His ground gaining average of 5.63 yards per carry shattered a city rushing record that had stood since 1962. So if Roman doesn't know which pre-teen aftershave lotion you ought to buy, who would?

# BRUISE

For Kids Who Want To Smell Older Than They Are!

# NEW

### STAR CAGER BLINKNY WILL ATTEND JAGGER JUNIOR HIGH



Blinkny is shown here displaying his cheerful attitude toward the game, a sportsmanlike characteristic that first attracted the recruiters' attention to the youth.

Months of breathless anticipation in the juvenile basketball world ended this week when Grammar School Cage Wonder Kermit Blinkny announced that he will attend Mick Jagger Junior High in Miami, Fla. The personable sixth grader had received recruiting offers from more than 300 junior highs, coast to coast.

"I picked Jagger mostly because of what it will mean to my family," the unselfish youth told reporters. "They offered to make Dad principal of the school at \$200,000 a year, which is pretty good for a man who's spent his life working in the mail room at a tree nursery. Of course, they're also giving me a condominium and any girl in the 7th grade I want."

Blinkny first made headlines as a promising six-footer who sparked Miss Rexrote's Kindergarten to the National Nursery School title in 1968. At P.S. 247 in his native Kansas City, he averaged 91 points a game over the next six seasons, adding a foot to his height as he matured. More important, as officials at Jagger hastened to point out, he was a brilliant D+ student.

Blinkny displayed his superior intellect in explaining why he never even considered attending the junior high in his home district, which offered no bonus. "An athlete has to make the best deal he can while he's still in his prime," the boy stated. "Also, I found the academic program I was offered at Jagger very appealing."

Young Blinkny will major in physical education and study hall during his junior high career, although there are no requirements that he actually attend school.

# S FRONTS

## "GOAT" OF DIAPER BOWL NAMED PEE-WEE M.V.P.

Colorful Quarterback Bubby Clatnik has learned that the fortunes of big time football in the Pee-Wee League can change swiftly.

It was only last New Year's Day that an eye-gouging penalty called against the personable five-year-old cost his team a probable victory in the Diaper Bowl, and made Bubby the "goat" of the game. But the hooting of enraged fans was all but forgotten last week as Clatnik was chosen to receive the Liceman Trophy, symbolizing his supremacy as the nation's top grid toddler.

The surprise choice was explained at presentation ceremonies by Pee-Wee League Commissioner Pete Gazelle. "Bubby had a brilliant season that was marred only by the mistake of getting caught cheating on one key play," said Gazelle. "It would be a great loss to football if he went ahead with the suicide he's been contemplating ever since he caused his team to lose the big one. Even a bungled attempt to kill himself could sideline him for several pre-season games next year, and hurt us badly at the box office."

In his acceptance speech, Bubby admitted telling reporters at the time of his Diaper Bowl humiliation that he planned to "stick my head in the bathtub and breathe water 'til I die." However, he said he didn't realize that carrying out the threat would have caused him to miss next season.



This year's Liceman Trophy Winner Clatnik accepts the coveted award from Commissioner Gazelle at the Pee-Wee League Banquet as delighted franchise owners look on.

## KEN NOSEBLOW: LIVING PROOF OF YOUNG SPORTS BOOM



Australian-born Ken Noseblow, is shown here returning a serve in the recent National Six-and-Under Tournament.

Further evidence of the growing interest in Young Sports was offered this week when the World Tiny Tennis League filed a \$500,000 damage suit against Ken Noseblow for breach of contract. It was the largest court award ever sought from a junior star, far surpassing the \$20,000 collected from A.J. Cute for cheating in the 1972 Soap Box Derby.

Noseblow seemed jubilant over becoming the central figure in the biggest legal dispute yet to hit the Young Sports world. "I just knew those grown-ups were going to get real, real mad at me," the talented four-year-old chortled. "There wasn't no way in a trillion, zillion years that I could have played in the Tiny League and with Jack Framer's Touring Toddlers at the same time. But I signed with both of them so I could make the biggest, giantest lawsuit that ever was."

Attorneys for both sides agree that little Kenny has created a highly complex dispute that could drag on in the courts until the boy is too old to play tennis at all.

# STOP BEING BOOED BY YOUR PARENTS!



If you're sick of being hooted at by Mom, Dad and the other grown-ups in the stands every time you pull a boner, then it's time you learned to fake injury or exasperation the way the pros do to gain spectator sympathy.

Our amazing new sports drama instruction book, "Gestures of Anguish," will teach you how to limp off the field or stamp your little feet in rage, or simply fall unconscious after each klutzy act you commit. Send only \$6.95 today, and start winning cheers instead of jeers for your incompetence.

## BRAHMS' ALIBIS

Book Division P.O. Box 928 Driving Falls, Ida.

## WILL YOU BE FINANCIALLY SECURE WHEN YOUR PLAYING DAYS ARE OVER?



Chances are that you're currently receiving lots of money under the table from junior high school and pro team recruiters. But did you know that such gifts are **SUBJECT TO INCOME TAX?** Since many star athletes are crippled for life before age 25, you should be making plans to **OUTWIT THE I.R.S. NOW**, while the cash is still rolling in.

The key to your secure financial future lies in the **TAX SHELTERED INVESTMENT PROGRAM** being generously offered by the **GRUBSTAKE OIL EXPLORATION CO.**

The program is so simple that even a kid like yourself can understand it, without suffering the embarrassment of asking Mom or Dad for advice. Just send us your recruiting bonus, and we'll drill you an oil well for only **\$49.95 per foot**. When we hit a gusher, you'll be **RICH!** But even if you never hear from us again, your investment is **FULLY TAX DEDUCTIBLE**. So either way, **YOU CAN'T LOSE!**

## GRUBSTAKE OIL EXPLORATION CO.

P. T. BARNUM MEMORIAL BLDG., SHADY HAVEN, OKLA.

# THE MANGLE

(Renowned Sports Strategist and Youth Character Builder Garo (The Mangler) Yrpeditrician offers words of wisdom and guidance to our junior readers.)

Dear Mangler,

I am already nine, but still haven't been able to make the grade in any league sport, mostly because I can't see without real thick glasses. I think that practicing hard until I become the best junior chess player in the world might make me feel like less of a schlep. Can you suggest a training and practice schedule for me to follow? W. C., St. Paul, Minn.

becawz I do that and sez I better git promoted to the thurd grайд this year for shure. Or els she is gowing to maik me stop playing sports so much. I am strawng enuff to deck her if she gives me trubble. But is their sum uther way to handel the problem?

Joey, Sinsunnatta, Ohioh

Dear Joey,

Beating up your mother will only waste energy that can be put to better use on the playing field. Instead, why not try pointing out to her that Joe Namath, Jerry West and O. J. Simpson each make more money than the President of the United States? For the real clincher, mention casually that Wilt Chamberlain once built a \$250,000 house for his mother.

Dear Four Eyes,

It's little Commies like you who are threatening to undermine our whole American system of Young Sports. If you're a loser and can't make a team, you can still volunteer to launder uniforms or be a tackling dummy. That's the way to regain your self-respect, not by staying in the house and playing sissy games.

Dear Mangller,

I aint doing gude in skule becauz I spend awl my hoamwerk time playing sports. My mom is mad

Dear Mangler,

My Pre-Teen League football coach keeps me warming the bench because he says I'm too light to be a first string lineman.

## I KID You Not!

Random Ramblings And Assorted Brick-a-Brats!

by Rick Young

Golden Mittens Boxing Champ TERRENCE (KID) McANNANNANNY may be forced to give up his Atomweight Title, due to inability to make the 40-pound weight limit. McAnnannanny, who captured the crown as a five-year-old, will be 13 next month . . . Quarterback TWEETIE BOXFENDER is the latest Pop Warner League star to jump to the new Small World Football League. Boxfender's reported bonus for signing was \$7,500 and a year's supply of Bubble Gum . . .



Hide-And-Go-Seek figures to be the next Young Sport to go big time. As wealthy promotor LAMAR S. LAMAR explains it to U.S.I.: "There are millions of talented kids playing the game all over the country, and nobody's paying to watch them. So I'm now selling franchises that will put a Pro Hide-And-Go-Seek League in operation by 1977". . . Coincidence Dept.: Pee-Wee Hockey's SEYMOUR (BOOM-BOOM) Le BLANC, who had his baby teeth knocked out last season in a brawl with the Montreal Petit Canadiens, has now had his permanent teeth knocked out in a brawl with the same team . . .

# R'S MAILBOX

Can you suggest a training diet to help a growing boy put on a lot of weight fast?

Slim, Ogden, Utah

**Dear Slim,**  
Large quantities of beer are often helpful in creating the bloat that adds pounds quickly. I'd recommend consuming at least a six-pack a day, along with plenty of macaroni and fudge. If your local liquor store won't sell beer to a minor, I'm sure that any conscientious coach will be glad to buy it for you.

**Dear Mr. Expert,**  
In basketball practice, I'm able to hit from all over the floor. However, I'm small for my age. So once the game begins, the bigger opponents just reach up and bat my shots away. Does this mean I'll have to waste my career concentrating on defense, even though I'm a good shooter?

Short and Sad, Omaha, Neb.

**Dear S & S,**  
Certainly not. You just have to learn to jump when you release the ball. Once you can get high

**Hammerin' HANK AADNOYD**, the 1974 batting champ of the El Paso Little League, has been recalled by his team's parent club, the Chicago White Booties. Hank's parents say they'll sell their home and quit their jobs in Texas to accompany the youth as he tries to capitalize on his big chance to break into the Minor's Majors . . . Disciplinary tactics employed by Football Coach ELBERT (BLOODY) HAYES are being investigated by Small Ten Conference officials. Hayes reportedly kicked a nine-year-old pass receiver 65 yards (against the wind) after the boy bobbled the ball on a recent key play . . .

**Sore arm trouble has forced Former Pitching Great LEFTY GRMBOTCH** to abandon hopes for a Juvenile League comeback. The washed-up 12-year-old now spends his days hanging around a neighborhood lemonade stand, eadging drinks and begging other patrons to listen to his baseball reminiscences... News of the latest triumph for Civil Rights: Promising Slugger **WILLIE LEE JACKSON** will be the first to break the color barrier in New York's 125th Street Junior Stickball League. Until Jackson volunteered, no white kid had ever mustered the nerve to try out in the Harlem loop . . .



**The Juvenile Jockey Association** may soon lower its minimum age limit from 7 to 4. Explains Association President **EDDIE EMBARCADERO**: "A four-year-old may not be quite big enough to race a Shetland pony, but he's just the right size to ride greyhounds at the dog track" . . . But don't get me wrong—I love the little creeps! See ya next month!

enough to knee an opposing guard in the groin, I guarantee you that he won't even think about reaching up to bat your shot away.

**Dear Mangler,**

Ever since I was in the Kindergarten League, I've known I have the killer instinct to become a big hockey star. But now I've got a prissy Sunday School teacher for a coach, and all he talks about is being a good sport, win or lose. I know this is a crock of you-know-what, but my folks won't let me cross the street alone to join a good, gutsy team in the next block. How can I keep up my morale?

**Dear G. V.,**

*If God had meant for you to be a "good loser," He wouldn't have given you the skill to handle sports equipment. Or, to express it another way, coaches who get fractured skulls from being hit with hockey sticks have to step aside and turn the job over to somebody who can handle it. Get the picture, kid?*



# SPEND THIS SUMMER LEARNING TO BECOME A WINNER!

Only 8 Weeks at Brute Monohan's Sports Clinic Can Make You a Star!



Will you be among the millions of pre-teen boys who waste another school vacation without improving their athletic skills? Or will you be one of the select few in training at **BRUTE MONOHAN'S SPORTS CLINIC** for a bright future of cushy college scholarships, fat pro contracts and all the broads you can handle?

Learn the **EASY ROAD TO SPORTS STARDOM** this summer under the guidance of Former All-Pro Brute Monohan (Decatur Staleys, 1921), and his equally famous staff of retired jocks.

Just check out these vital subjects to be taught at this year's clinic:

- **HANDLING YOUR COACH**
- **OUTWITTING THE REFEREE**
- **TERRORIZING YOUR TEACHERS**

MAIL THE ATTACHED COUPON NOW, AND TAKE THE FIRST STEP TOWARD A SUCCESSFUL CAREER IN THE ONLY PROFESSION THAT NEVER REQUIRES YOU TO GO TO WORK!

## BRUTE MONOHAN'S SPORTS CLINIC FOR BOYS MESQUITE, NEVADA

Dear Brute and his Famous, Wealthy Staff:

I sure welcome this chance to spend my time and my parents' money learning all I need to know for a lifetime of stardom in sports.

Please enroll me and accept my tuition under the following payment plan: (check one)

**PLAN A**—My father's check for \$950 is enclosed.  
 **PLAN B**—My father's wallet and all I found in it is enclosed.  
 **PLAN C**—I'll also take your \$200 Home Body Building Course, and then force my father to write a check for the full \$1,150.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

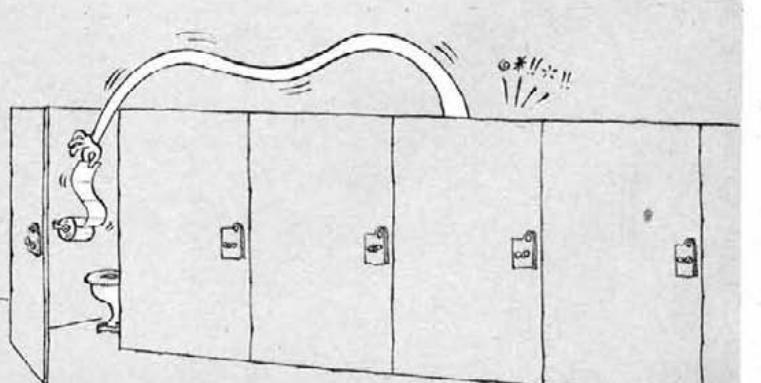
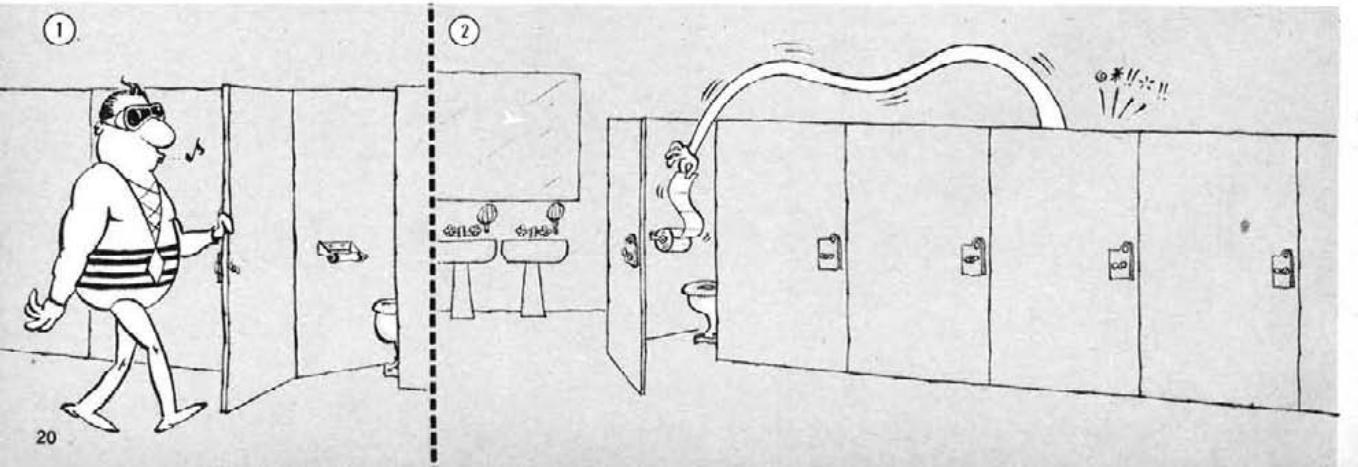
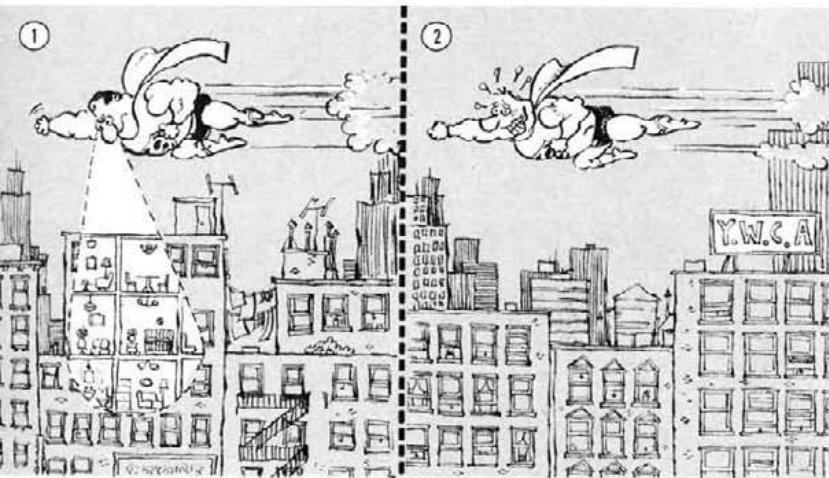
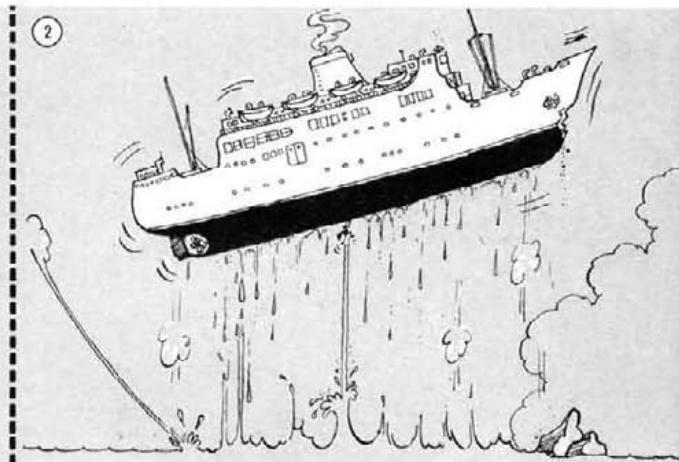
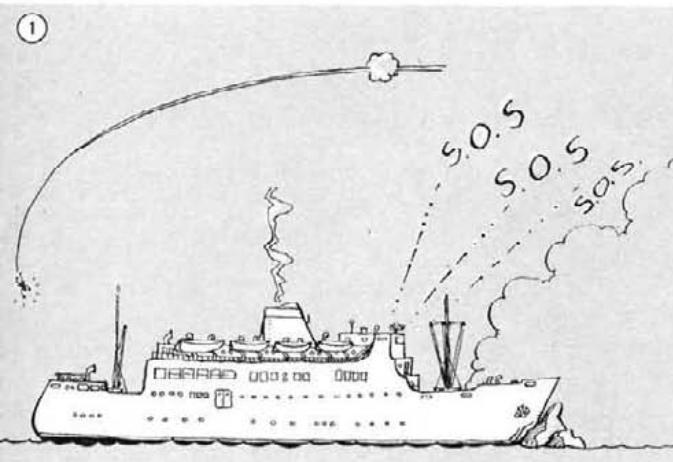
STATE \_\_\_\_\_

AGE \_\_\_\_\_

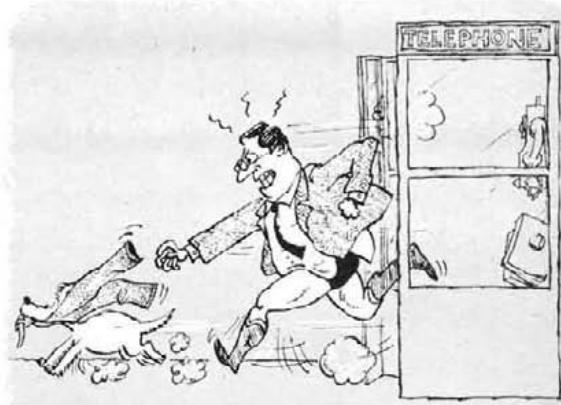
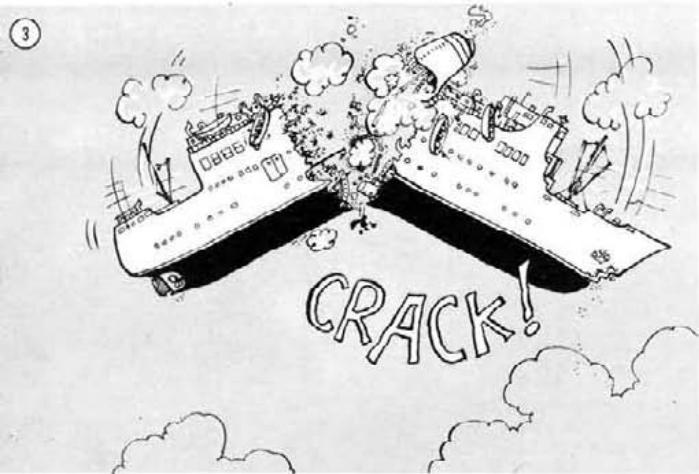
(Must be over 6 and under 12, unless you have money now!)

# A MAD LOOK AT

# SUPER

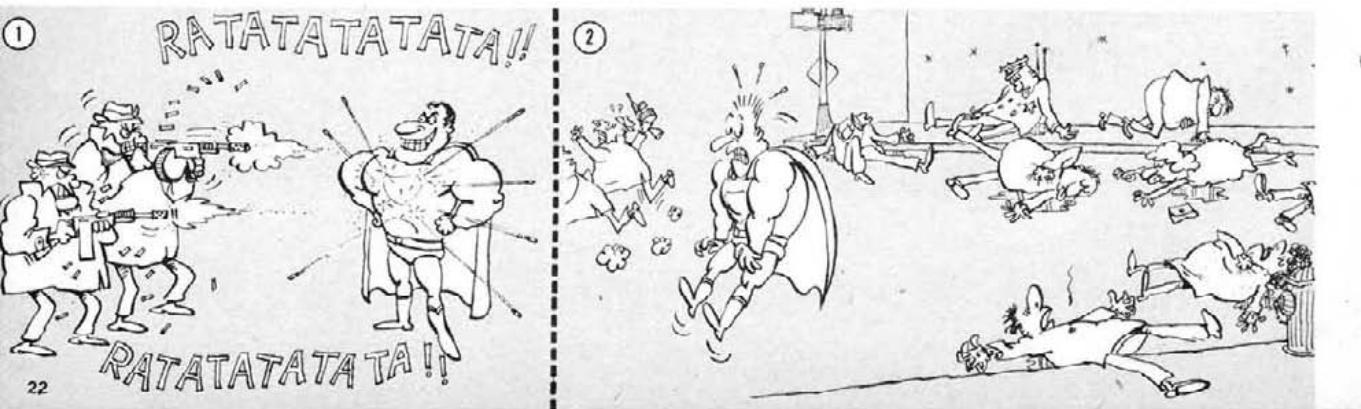
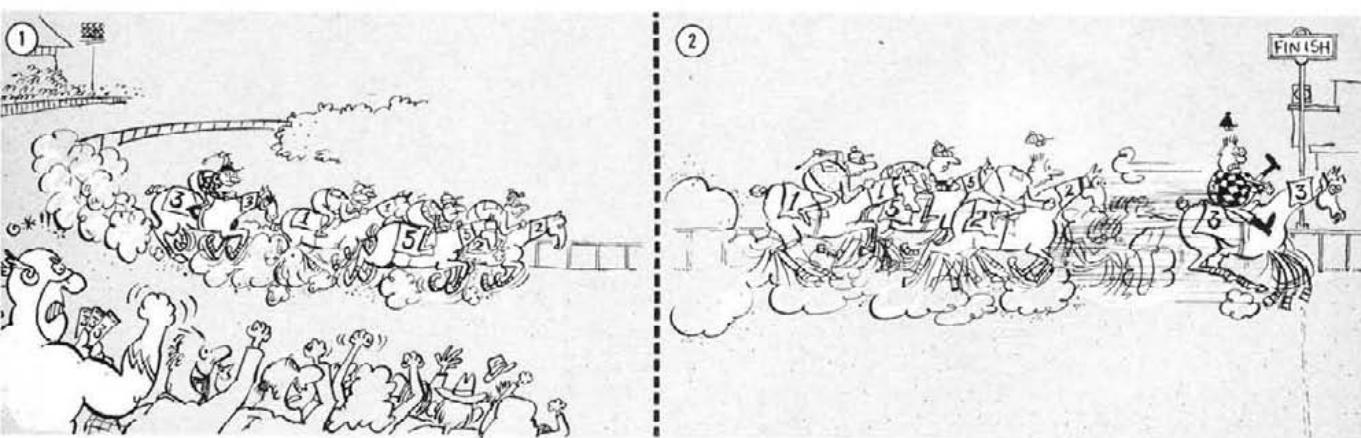


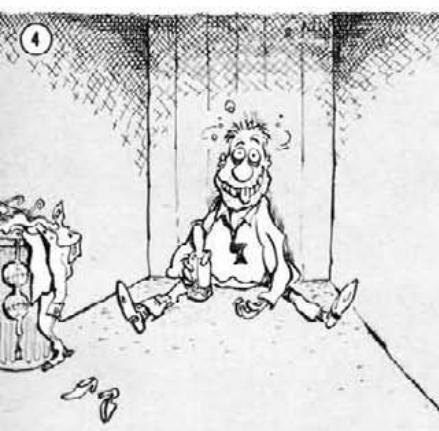
# HEROES



ARTIST & WRITER: SERGIO ARAGONES









Recently, we asked one of our idiot artists to do a drawing of a modern city. Unfortunately, he didn't do a very good

# HOW MANY MISTAKES CAN



job. In fact, he made a lot of mistakes...25 in all! And now, it's up to you to find them. Which is why we're asking

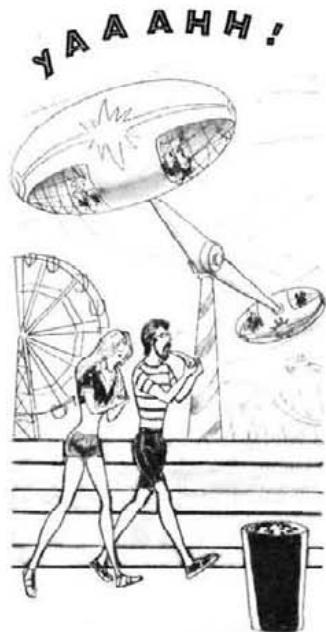
ARTIST: GEORGE WOODBRIDGE  
WRITER: FRANK JACOBS

# YOU FIND IN THIS PICTURE?

## ANSWERS



1. The fence surrounding the construction site is free of posters.
2. The blonde passing by is being greeted politely by the construction workers.
3. The movie theater is showing a G film.
4. The people in the office building are all working.
5. The store with the "Going Out Of Business" sign is going out of business.
6. The clocks on the two buildings both show the same, correct time.
7. The phones in the three public phone booths are all in working order.
8. The store-owner is washing down his sidewalk.
9. The doctor is making a house call.
10. The TV repairman is leaving without having to take the set to the shop.
11. The garbagemen are setting the cans down carefully and quietly.
12. All the cars are single parked.
13. The collie's mess on the sidewalk is being cleaned up by its owner.
14. The man is walking through the dark alley without getting mugged.
15. The lady is dropping her empty cigarette pack into the litter basket.
16. The policeman is chatting amiably with the long-haired adolescent.
17. The potholes have all been filled.
18. The Buick has stopped at the crosswalk path for the pedestrian.
19. The cyclist is going in the right direction on the one-way street.
20. The taxi cab at the intersection is cheerfully giving the right-of-way to the Maverick.
21. The pedestrian is crossing the street while the sign says "Walk".
22. The motorcyclist is quietly idling his engine at the traffic light.
23. The driver of the Pinto has found a parking space directly in front of the store where she intends to shop.
24. The bus driver is holding the bus and waiting for the running man.
25. The sky is free of smog.



**BERG'S-EYE VIEW DEPT.**

## THE LIGHTER SIDE OF...

# SUMM

ARTIST & WRITER: DAVE BERG

I'm not going out there where I can get caught in a traffic jam, or get caught in a swarm of bees, or get caught in an undertow, or get caught in the middle of a Summer race riot!

No, sir! I'm staying home in my own back yard ... where nothing can happen!

OWWW!! What happened?!!

I got caught in the Folding Chair!!



Are you **CRAZY**?? You can't go out on the beach wearing that skimpy Bikini! It's... it's downright **DANGEROUS**!!



What's the danger? That I'll be exposed to the sun? I'm already tan! That it might fall off? These straps are a lot stronger than you think!



What **COULD** happen is... you'll attract the attention of a lot of big, handsome, brawny guys who'll get ideas... like trying to muscle in!



And **THAT**'s the danger!!



# ER HOZARD'S

What happened to you?



I got Poison Ivory!

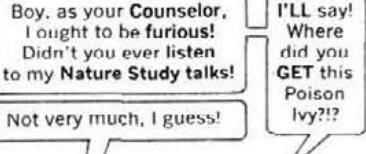


You mean Poison **IVY**—a harmful vine of the **Sumac** family! Each leaf is made up of **three leaflets**, notched at the **edges** and covered with an oil resembling **carbolic acid** which, when **touched**, can be extremely irritating to the skin!



Boy, as your **Counselor**, I ought to be **furious**! Didn't you ever listen to my **Nature Study** talks!

Not very much, I guess!



I'LL say! Where did you **GET** this Poison Ivy???



Right there... where you're **STANDING**!



What IS this? Every time we go to a movie theater, it's one disaster after another!

Cinema

THE  
TOWERING  
INFERNO

STEVE  
MCQUEEN  
PAUL  
NEWMAN

In "The Poseidon Adventure," a ship turns upside down! In the "Airport" series, a couple of jumbo jets get into serious trouble! In "Earthquake," all of California breaks up ...

... and tonight, because it's so unbearably hot, we go to a movie to cool off! So what happens? ANOTHER disaster!!

Yeah ...

The Air Conditioner conks out!



When it's hot like this, I sweat! And when I sweat ... well, frankly, I STINK!

So I'm dousing myself with plenty of after-shave lotion, under-arm deodorant and body powder ... because I got one heavy date with a chick ...



Hi, Babe!

Hi! Uh—say! What's that you've got on?!

It STINKS!!



Boy, I can't wait till we get to the hotel! I'm gonna play Handball and Volleyball and jog every morning and swim out to the lighthouse every afternoon and play Tennis every day and—



Oh, no you're not! For eleven months, you've been living a sedentary life behind a desk! You think you're suddenly going to get active on a vacation?!! That's how middle aged men like you have heart attacks! Remember how Irv Ginko dropped dead on a Tennis court on his vacation?!!



Oh, yeah! That's right! Hey, that's scary! I'm glad you reminded me!

Okay ... I'll cut out the Tennis ... !!



With the economic situation the way it is, we're going to have to economize! This Summer, we'll just have to give up going someplace on our Vacation!



Good idea! We'll save a lot of money that way! And as long as we're not going anywhere, we could still enjoy our Vacation by putting a POOL into our back yard . . . and getting some new LAWN FURNITURE with the money we save! What do you think . . . ?



I think maybe we'd better go someplace on our Vacation this year—and ECONOMIZE!!



Drat! I haven't been able to get a minute's sleep tonight! There's one pesky fly that's buggin' the Hell out of me! I gotta get that dirty #\$\$%\$#!



SWAT! SWAT!

I GOT him!! I DESTROYED him . . . !!



Darn these insects!! If we could only find a way to get rid of mosquitoes . . . !



This is the age of technology . . . and the spray insecticide! So, your wish is my command!



SPRAY!

That's . . . choke . . . great!! Now, if we can only find a way to get rid of . . . gag . . . aerosol cans!!





# ONE BEAUTIFUL EVENING LAST MAY

Goodbye, my Darling ...  
smack ... my Love ...

Goodbye, my Sweet ...  
smack ... my Heart ...



I hate to leave you ...  
smack ... Honeybunch ...

I hate to see you go ...  
smack ... my Beloved ...



While I'm gone ... smack  
... promise me one thing!

Of course, my Precious  
... smack ... Anything!!



Promise me you'll SHAVE OFF YOUR MOUSTACHE!!



## IT AIN'T FAIR WHEN...



...you've got a good-looking Mother . . . . . and you inherit your Father's looks.

## IT AIN'T FAIR WHEN...



...you go to a ball game, and the only seats available are way up in Heaven . . .



... and there are hundreds of terrific seats, all empty, because they're sold to rich companies for the entire season.

## IT AIN'T FAIR WHEN...



... some dumb jock gets three hundred scholarship offers to go to college . . .



... and the class egghead—who comes from a poor family—doesn't get one.

## IT AIN'T FA



... you carefully watch everything you eat, and you still put on weight . . .

### SOUR GRIPES DEPT.

IT  
A  
I  
F  
A  
W  
H

ARTIST: JACK RICKARD

## IT AIN'T FA



... you're a liberal who thought it was okay for girls to play in Little League

R WHEN...



... and your skinny friend eats everything in sight and never gains an ounce.

IT AIN'T FAIR WHEN...



... some incompetent teacher gives you grades that go on your record forever ...



... but nobody grades the teacher's work.

N'T  
I R  
E N...

WRITE: LOU SILVERSTONE

R WHEN...



... and some redhead beats you out so you spend most of the time warming the bench.



TICKETS



... you have to be over 18 to get in to see an R-rated or an X-rated movie ...

IT AIN'T FAIR WHEN...

TICKETS



... but if you're over 12 and not yet 18, you still have to pay "Adult" prices to see those crummy G and PG kids' movies!

IT AIN'T FAIR WHEN...



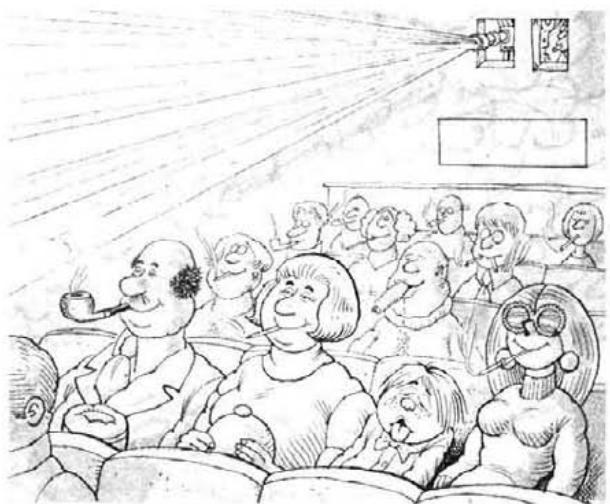
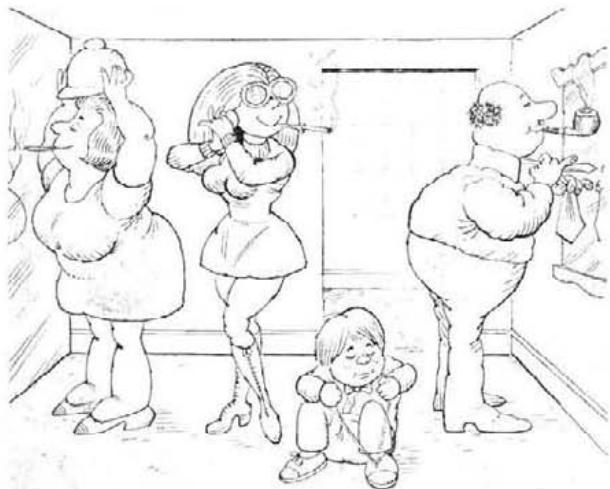
... they're single and available, all the guys in your office ignore you ...



... but as soon as they're married and unavailable, they suddenly discover you.

# THE PROBLEM

A SHORT ACCOUNT OF A  
NON-SMOKER'S DILEMMA



WHERE THERE'S SMOKE, THERE'S IRE DEPT.



Today, a silent war is raging (And sometimes, it's not so silent!) between "Smokers" and "Non-Smokers." Smokers are strong-willed and determined, insisting upon their God-given right to kill themselves. And Non-Smokers are equally strong-willed and determined, insisting upon their God-given right to breathe fresh air instead of that murderous Smokers' smoke. All kinds of solutions have been tried, such as "No-Smoking" sections in theaters, trains and planes, but with little success. (Like, how are you going to keep the smoke in the "Smoking Section" from wafting over to the "No Smoking" section?) And there are countless other places where Non-Smokers don't even have this minimal protection, such as offices, restaurants and even private homes. However, MAD feels that, with a little cooperation from both our Smokers and our Non-Smokers, the war between them can be happily ended... mainly by the use of these

# MAD DEVICES DESIGNED TO SOLVE OUR SMOKER VS. NON-SMOKER PROBLEMS

ARTIST & WRITER: AL JAFFEE

## MAD'S SMOKE-FILLED, CROWDED ROOM DEVICES

The smoke-filled, crowded room presents a special problem that the ordinary, simple filtering device cannot handle

conveniently or dependably. Here, then, are two sure-fire solutions that can take the smoke headache out of hosting.

### THE GIGANTIC CEILING GRID & ATTIC BLOWER EXHAUST SYSTEM

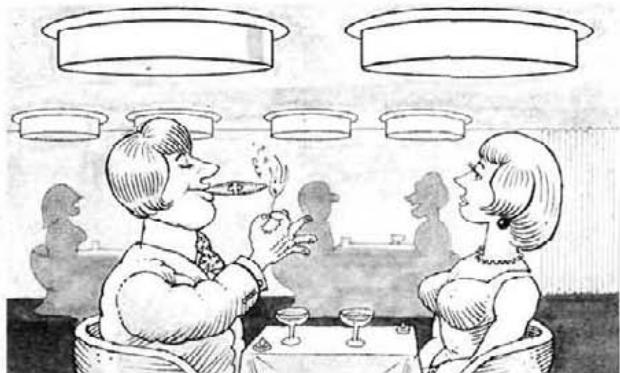


### THE GIGANTIC FLOOR GRID AND CELLAR BLOWER EXHAUST SYSTEM



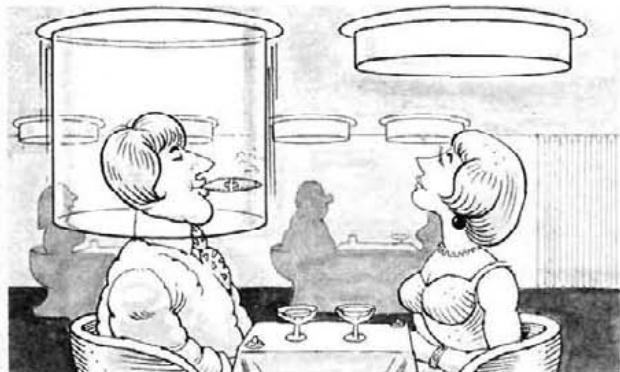
# MAD'S PUBLIC AND PRIVATE GROUP SMOKE

## THE RESTAURANT SMOKER'S PERSONAL EXHAUST SYSTEM



After a hearty meal, the restaurant diner lights up, much to the dismay of his date, who is a non-smoker, and pales with the anticipation of inhaling nauseating cigar smoke.

But unknown to her, restaurant has considerably installed a Smoker's Personal Exhaust System, which the smoker puts into operation by pressing button at his corner of table.



Button activates individual Smoker's Personal Exhaust System, which lowers large plexiglass tube over diner.

Once tube is in place, powerful exhaust fan removes all the offensive smoke, and diners continue to have pleasant time.

## THEATER, PLANE, TRAIN, BUS, ETC. EXHAUST MASKS



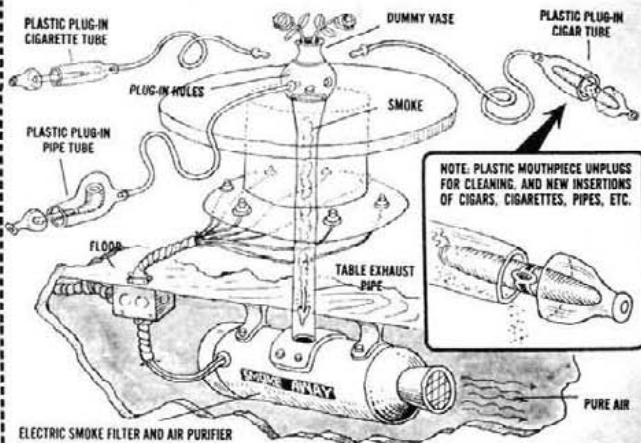
Any situation with crowded, fixed seats can be adapted to this 100% effective Smoke Control System. It eliminates

impractical "Smoking" and "No Smoking" sections, and the splitting up of smoker-non-smoker friends and relatives.

# FILTERING AND EXHAUST SYSTEM DEVICES

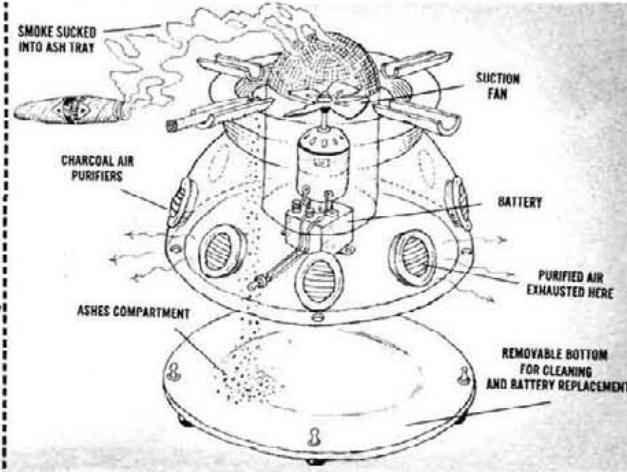
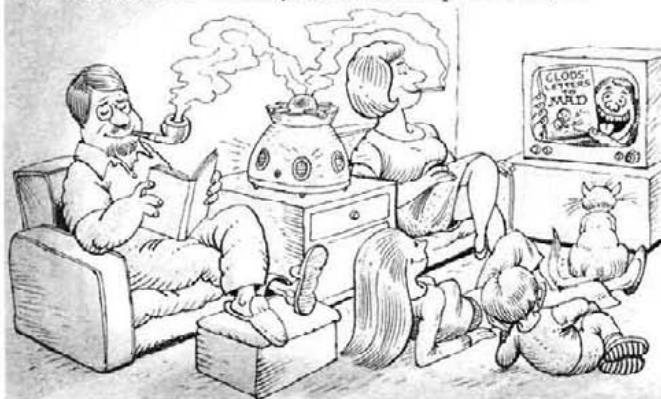
## DECORATIVE SMOKE-EXHAUSTING DINING TABLE VASE

Individual, sterilized mouthpieces and tubes are supplied by host. Each one is plugged into the vase, where a powerful exhaust system removes the smoke to the utter delight of non-smokers at the table.



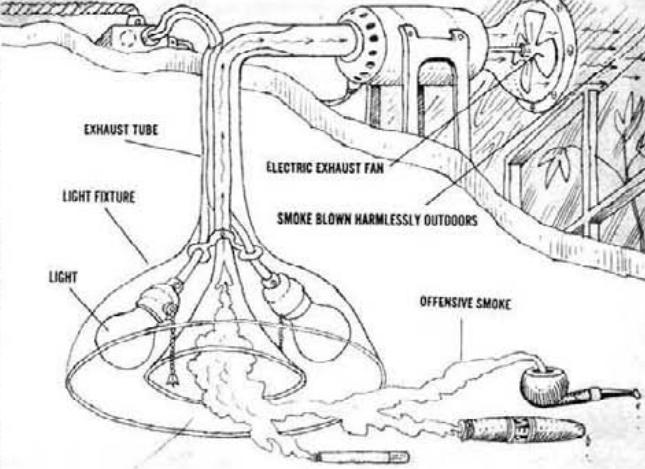
## COMPLETELY SELF-CONTAINED ASHTRAY FILTER SYSTEM

This compact and effective device runs on batteries or house current, and will draw smoke from as far as twenty feet away. Can also be used as ordinary air-cleaner for pollen dust, etc.



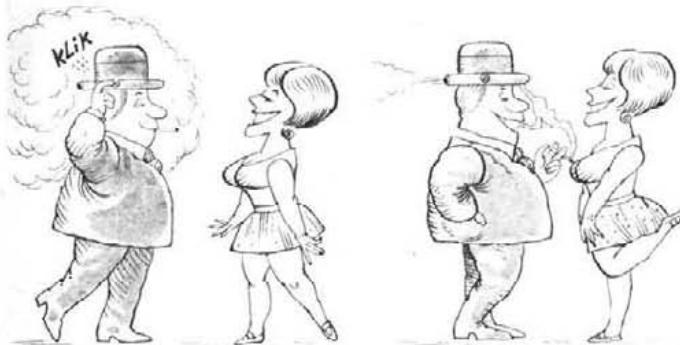
## UTILITARIAN SMOKE-EXHAUSTING CHANDELIER SYSTEM

This attractive and unobtrusive device serves the double purpose of light fixture and smoke remover.



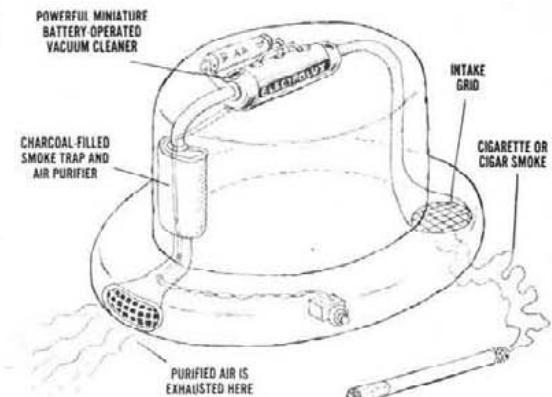
# PERSONAL DEVICES FOR INDIVIDUAL SMOKERS

## SMOKER'S AIR PURIFYING AND SMOKE FILTERING HAT



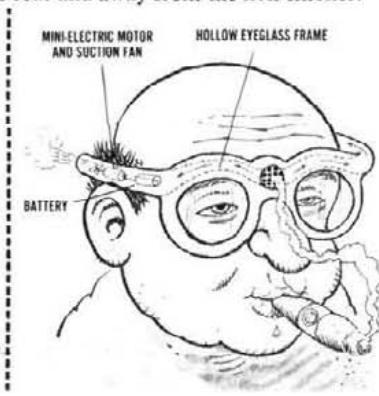
Upon meeting non-smoking friend, the smoker considerately presses a button on what appears to be a plain straw (or other style) hat.

Suddenly, all smoke emanating from the smoker's cigarette or cigar miraculously disappears almost as fast as it is made.



## SMOKER'S DUMMY EYEGLASS SMOKE EXHAUSTING DEVICE

Smoke is drawn directly into grill located on eyeglass nose bridge piece, and then blown inoffensively through earpieces toward the rear and away from the non-smoker.



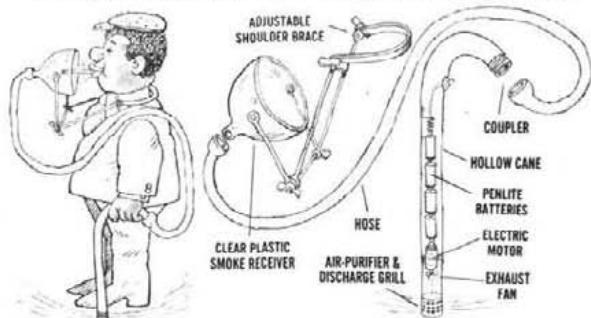
## SMOKER'S SHOPPING CART SMOKE FILTERING SYSTEM

Shoppers can blithely and happily push these carts around without fear of stinking up entire store. Also reduces fire hazard so that many stores which do not permit smoking can now offer it as bonus.



## SMOKER'S PERSONAL MASK & CANE FILTERING DEVICE

Clear mask is supported by adjustable shoulder brace. Powerful mini-motor pulls smoke into mask, through a filter, and sends clean air out grill at base of cane.



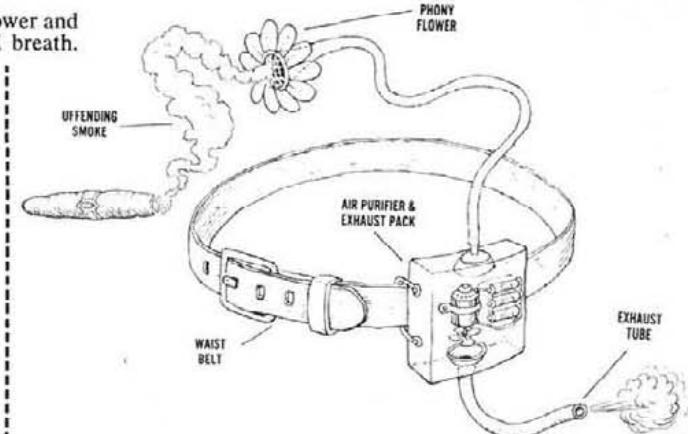
This principle can also be adapted for use with umbrellas, swagger sticks, crutches, stilts and other walking devices.



# SELF-PROTECTIVE DEVICES FOR NON-SMOKERS

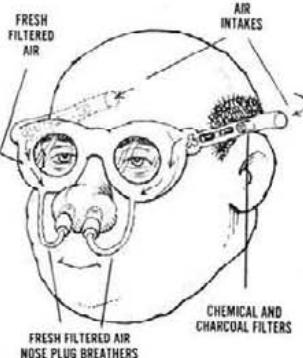
## NON-SMOKER'S LAPEL FLOWER REAR SMOKE DISSIPATOR

Powerful mini-blower pulls smelly smoke into dummy flower and sends it harmlessly out rear. Also effective against bad breath.



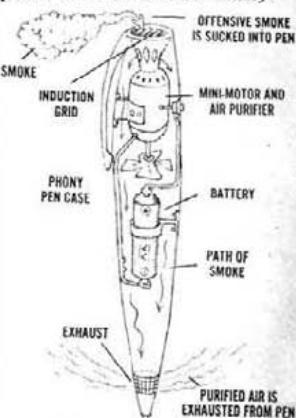
## NON-SMOKER'S REAR INTAKE EYEGLASS AIR PURIFIER

Smoke being blown into non-smoker's face does not bother him because he breathes pure air taken from behind him.



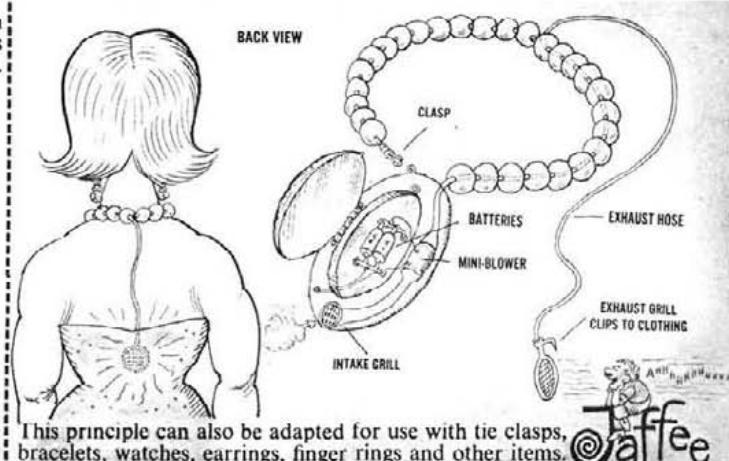
## NON-SMOKER'S FOUNTAIN PEN SMOKE SUCTION FILTER

A marvel of miniaturization, this pen is a complete smoke filtering and air purifying plant and is carried easily.



## NON-SMOKER'S DECORATIVE BROOCH SMOKE EXHAUSTER

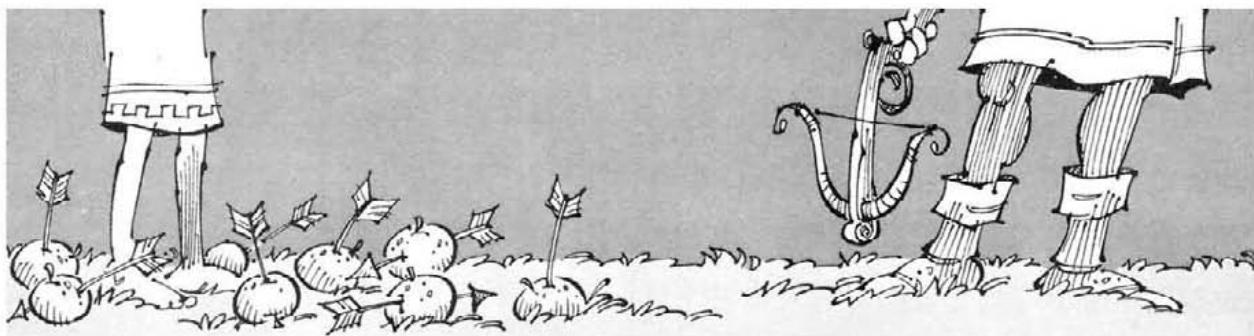
Attractive and easy to wear, smoke is drawn into brooch and pumped through hose to grill at wearer's back. This takes smoke (and breath) away from non-smoker's face.



© 1971 by *Time Inc.*

# FOOTNOTES\*

ARTIST: PAUL COKER, JR.



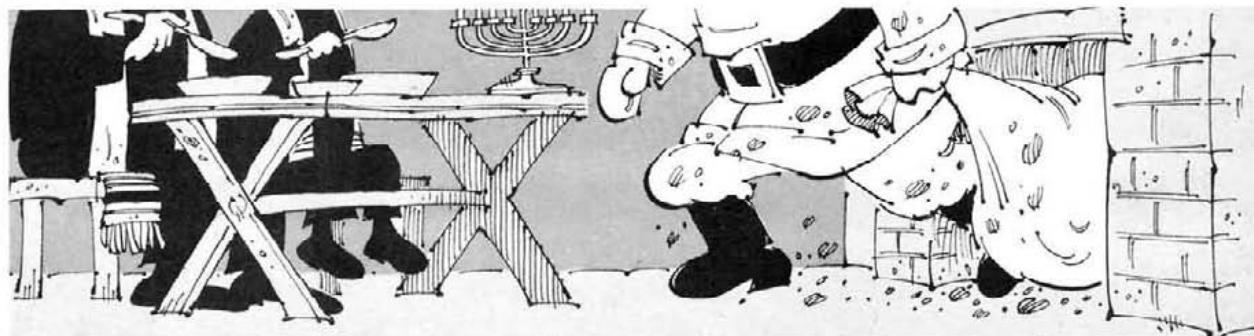
\*\*"Looks like we're gonna have applesauce for dessert again, eh, Pop?"



\*\*"Okay, here goes the first one! I wish you'd get your big feet off me!"



\*\*"Oedipus...will you stop bothering Mama!?"



\*\*"Hoo-boy! Have you got the wrong chimney, Mr. Santa Claus!"

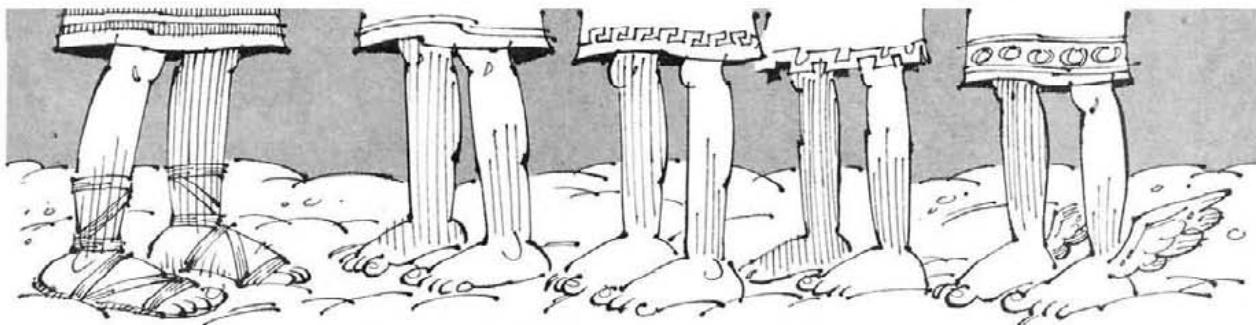


# TO FOLKLORE

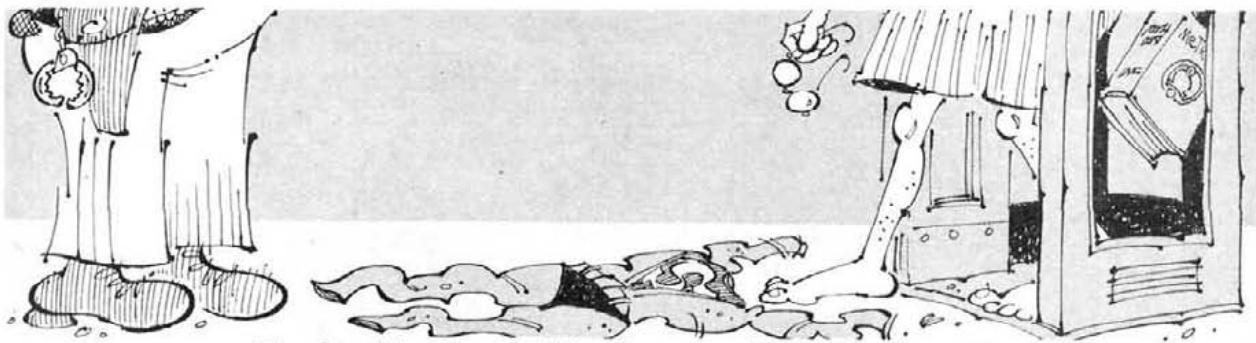
WRITER: PAUL PETER PORGES



\*\*"Sorry...but I never kiss on a first date!"



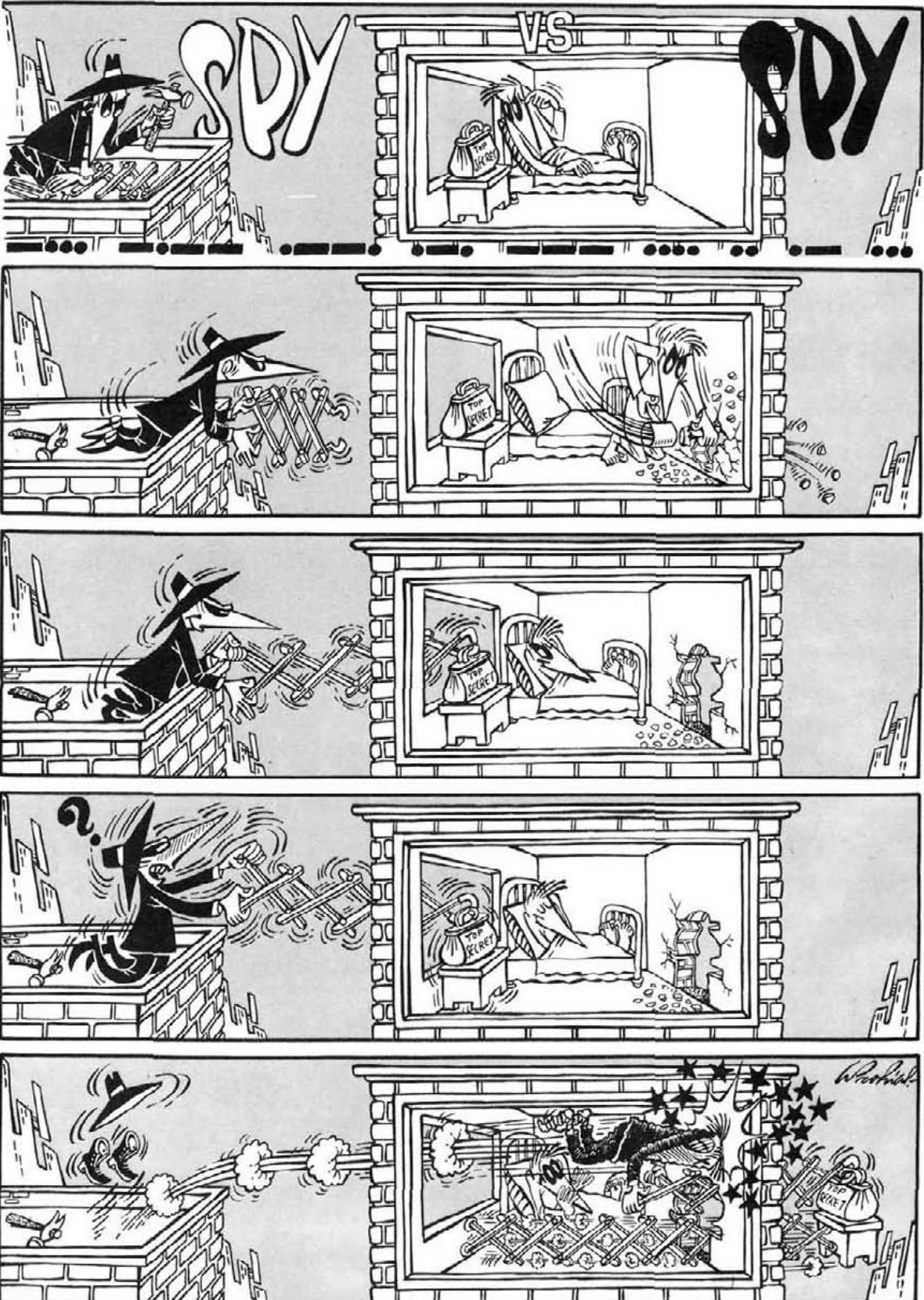
\*\*"Jupiter wants one volunteer to deliver a message! Who's it gonna be?"



\*\*"...disrobing in a public place...and resisting arrest!"



\*\*"Okay, Atlas, if you're holding up the Earth, what are you standing on?"



One of the big successes of the 1974-75 television season was a new show about an irritating old man and his young Mexican-American partner. (Which goes to show you how wonderful the 1974-75 television season really was!) But at least there weren't any fifteen-minute-car-chases or pop-singers-trying-to-be-funny-in-comedy-sketches in it. Actually, there wasn't very much of *anything* in this new show, which you'll soon discover in this MAD version we call . . .

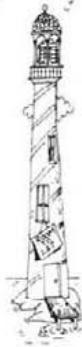
# CHEEKO and the HAM

ARTIST: ANGELO TORRES

WRITER: STAN HART



Come to think of it, the Producers DID try to get some other Regulars! But they made a mistake! They showed them a script before signing them!







Tonight's contrived episode is about me trying to make a Surprise Party for Egg's Birthday! It'll be lots of laughs! Why shouldn't it? Hasn't the same plot worked for every Situation Comedy since 1949???



I know you're not as tough as you make out, Egg! I know that you're really a sentimental person! And someday, when you least expect it, you'll expose yourself . . .

Okay! How's this?

I DON'T MEAN LIKE THAT!!



There's an old Spanish saying that goes, "Quanta le gusta, le gusta, le gusta! Quanta le gusta, le gusta, le le!" It means "A man who doesn't love, doesn't love! But a man who doesn't love love, loves not the love of love!" I guess it loses something in the translation!

Well, there's an old Anglo-Saxon saying that goes "Stick your head under your armpit and take a deep breath!" And THAT loses nothing in the translation!



C'mon!  
Isn't  
there  
anyone  
you  
ever  
really  
loved?

Only  
one! A  
wise old  
wonderful  
person!

Your  
Mother?

No, ME!! I  
never knew  
my Mother!

Oh . . . ? She  
died when  
you were  
very young?

No . . . we were  
separated by a  
roving band of  
Gypsies when  
I was a baby!

You were stolen  
by GYPSIES?!!

No, they  
took one  
look at  
ME . . .  
and they  
stole my  
MOTHER  
instead!



There WAS a girl  
I DID love, and  
almost married!  
But then we had a  
Lover's Quarrel!  
I broke her nose!

You—You call  
that a Lover's  
Quarrel?!!

Sure I loved  
her nose!

Yecch! Was that One-  
Liner in the Script?

You think I'd  
make up something  
as bad as that?!!



Hi! I'm  
an old  
friend  
of Egg  
Brawny's!  
Is he  
still  
alive??

Do I  
have to  
give a  
"yes"  
or "no"  
answer  
to that?

My name  
is Eloise,  
and I  
haven't  
seen him  
in forty  
years!

Wow! What a  
coincidence!  
We were just  
talking about  
you, and in you  
walk! Who would  
believe that??!

The TV  
Audience!!  
If they'll  
buy the  
premise of  
this Show,  
they'll buy  
ANYTHING!



Tell me about Egg!

Well, there's  
good news . . .  
and there's  
bad news . . .

The good news is:  
He's in perfect  
health, and he's  
good for another  
forty years!!

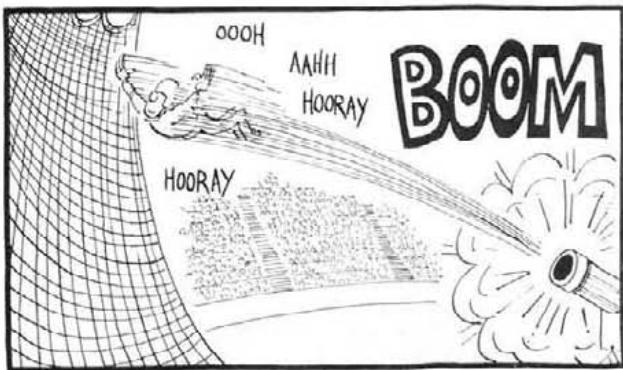
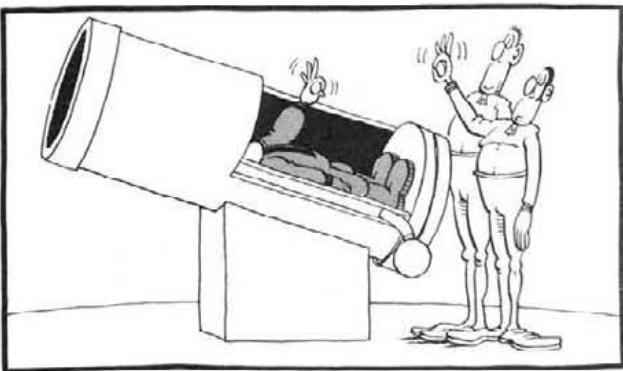
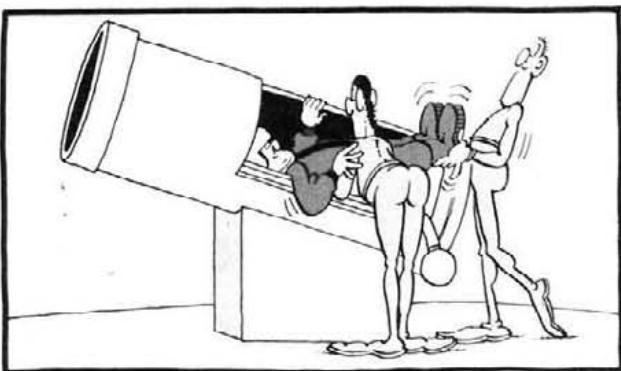
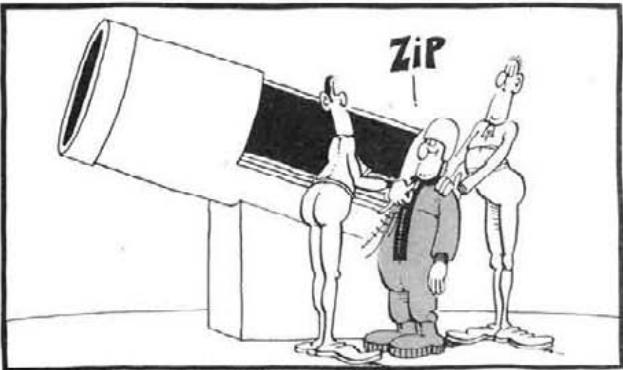
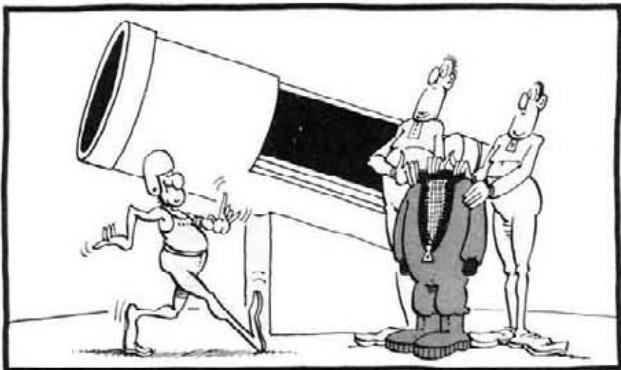
And the bad news?

He's in perfect  
health, and he's  
good for another  
forty years!!





# THE GREAT ZUCCHINI



WHAT SPECIAL  
ITEMS DO  
FOREIGN  
SHOPPERS  
FIND EASILY  
OBTAINABLE  
IN THE U.S.?

HERE WE GO WITH ANOTHER RIDICULOUS  
**MAD FOLD-IN**

Shoppers from foreign countries are greatly impressed by American manufacturing know-how, and flock here in droves for their purchases. But one line of goods always outsells all the others. To find out what these hot items are, merely fold in the page as shown on the right.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"



TOO MANY AMERICAN MANUFACTURERS HAPPILY ANSWER THE CALLS  
OF FOREIGNERS FOR SPECIALTY ITEMS, AND OFFER THEM EASY  
DEALS DESIGNED TO INCREASE THEIR OWN PROFITS AND WEALTH

A

B

# THE MODERN-DAY CARPETBAGGERS

